



Bottom Line

YOUR Business is OUR Business

GREATER LAS CRUCES CHAMBER OF COMMERCE • OCTOBER 2023 • WWW.LASCRUCES.ORG

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GREATER LAS CRUCES
CHAMBER OF COMMERCE
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LAS CRUCES, NM 88001
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GREATER LAS CRUCES
CHAMBER OF COMMERCE

Your choice, your vote counts

Your participation in the upcoming November election matters! Your choices, your vote counts! With the November 7th election right around the corner and early voting beginning on October 10th, know beyond any shadow of a doubt that your vote matters. My father, as perhaps you have often heard me say, was diligent in voting and when I became of voting age took me down to get registered. I remember my first election standing in line with him and hearing him telling me what a great privilege we have as Americans to be able to participate in our wonderful democratic process we have in this country.

As you see the ads for candidates and listen to the information for the election, I am certain you have become aware of the new Ranked Choice Voting for the City of Las Cruces mayoral and council elections. The Chamber, along with the other Chambers, and other organizations are making it a priority to do our best to educate our com-

munity on Ranked Choice Voting. While it sounds complex, we hope to simplify it for our voters. Here is a quick synopsis as distributed by the Doña Ana County Clerk's office:

Ranked Choice Voting is also known as "Instant Runoff." Runoffs are very ex-



DEBBI MOORE
GLCC President & CEO

selection. It's important to know that this Ranked Choice Voting ONLY applies to the City of Las Cruces mayoral and council elections. It does NOT apply to any other elections, including Las Cruces School Board. You will also notice your ballot has consolidated from

can rank each of these candidates from 1 to however many candidates are in that particular race.

1. Mark your first choice. If you would like to vote for more than one candidate, it is YOUR CHOICE, not a requirement. If you choose to rank other candidates, then you are participating in the Run-Off Election should after the initial round, no candidate receives 50 percent plus 1.

If you wish for a candidate not to be elected, DO NOT rank them at all.

2. If no one has 50 percent plus 1 of the vote on the first ballot, the person with the least number of votes is eliminated. Their next choice is distributed to the other candidates. If someone then has 50 percent plus 1 of the vote, they are elected. If no one has 50 percent plus 1 of the vote, the person

with the next least number of votes is eliminated and their next choice vote is distributed to the other candidates.



pensive, so deploying Ranked Choice Voting can save a lot of money. Few people show up to vote in Run Off elections, so the process also increases the number of voters who participate in the final

other separate elections, i.e. Soil & Water, etc.

Example: When Las Cruces residents get their ballot, you will see candidates for mayor and councilors. There will be columns where you



2023 Board Members

Executive Committee

2023 Chair	Jason Lazich <i>Virgin Galactic</i>
2021 Chair	Dr. Michael Law <i>Warren & Law Dental</i>
2022 Chair	Craig Buchanan <i>U.S. Bank</i>
Secretary/Treasurer	Kevin Merhege <i>Pioneer Bank</i>
Vice Chair Building Community Sector	Heather Salopek <i>Legacy Pecans</i>
Vice Chair Grow Your Business Sector	Barbara Torres <i>Nothing Bundt Cakes</i>
Vice Chair Investor Services Sector	Mike Tourtillott <i>Sisbarro Volkswagen</i>
Vice Chair Public Policy Sector	Richard Haas <i>Desert Peak Architects</i>
Director	Steve Aragon <i>Blue Halo</i>
Director	Janet Acosta <i>Haciendas at Grace Village</i>
Director	Leslie Cervantes <i>NMSU</i>
Director	Matthew Conrad <i>MountainView Regional Medical Center</i>
Director	Chad Getz <i>Getz Funeral Home</i>
Director	Rico Gonzales <i>El Paso Electric</i>
Director	John Harris <i>Memorial Medical Center</i>
Director	Kevin Horner <i>PTS Office Systems</i>
Director	Courage Idemudia <i>Wells Fargo</i>
Director	Royal Jones <i>MVT Services, Inc.</i>
Director	Michael Lutz <i>American Linen Supply of NM</i>
Director	Scott McLaughlin <i>Spaceport America</i>
Director	Albert Parra <i>Electronic Caregiver</i>
Director	Monica Torres <i>Doña Ana Community College</i>
Director	George Vescovo <i>Vescovo Marketing, LLC</i>

Chamber Staff

Debbi Moore <i>President & CEO</i>	Cyndi Armijo <i>Director of Operations</i>
Madison Honeycutt <i>Administrative Assistant</i>	Taylor Isaacs <i>Director of Development and Investor Services</i>

NEW AND RENEWING MEMBERS

WE LOVE OUR MEMBER INVESTORS

Say hello to our new & renewing members for September 2023. Take a few minutes to visit or call these wonderful businesses.

NEW INVESTORS

Pecos Valley Production
5106 S. Main St.
Roswell, NM 88203
575-500-2781
pecosvalleyproduction.com
Anniversary Date: 9/1/2023

Ware We Save
201 S. Solano Ste A
Las Cruces, NM 88011
575-650-1603
warewesave.com
Anniversary Date: 8/1/2023

TriCore
1001 Woodward Pl NE
Albuquerque, NM 87102
800-245-3296
tricore.org
Anniversary Date: 8/1/2023

RENEWING MEMBERS

Air Methods
Las Cruces, NM 88001
505-221-8630
Anniversary Date: 5/1/2018

All Aboard America
11410 Cedar Oak Dr.
El Paso, TX 79936-6000
915-751-4220
allaboardamerica.com
Anniversary Date: 9/22/2009

American Medical Response
920 S. Valley Dr
Las Cruces, NM 88005-3077
575-523-0225
amr.net
Anniversary Date: 8/13/2007

Better Homes & Gardens Real Estate-Peggy Stevenson
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-323-1985
bhgre.com/agent/peggy.stevenson@bhgrealestate.com
Anniversary Date: 9/1/2019

Big Brothers Big Sisters Mountain Region
129 S Main Street, Suite B
Las Cruces, NM 88001-1270
575-523-9530
BBBSMountainregion.org
Anniversary Date: 7/1/1996

Dawson Dinsmore
441 N. Miranda
Las Cruces, NM 88005-2560
575-343-0159
Anniversary Date: 8/1/2019

Doña Ana County
845 N Motel Blvd
Las Cruces, NM 88007-8100

575-647-7200
donaanacounty.org
Anniversary Date: 5/31/2017

Education Trust Board - The Education Plan
1516 Paseo De Peralta
Santa Fe, NM 87501-3722
505-476-3860
theeducationplan.com
Anniversary Date: 7/1/2018

Hamilton Roofing Co.
918 N. Main
Carlsbad, NM 88220-6357
575-885-6676
hamiltonroofingcompany.com
Anniversary Date: 9/1/2022

La Clinica de Familia - Administration
385 Calle de Alegra Bldg A
Las Cruces, NM 88005-3423
575-526-1105 x2420
lcdfnm.org/about_lcdf.php
Anniversary Date: 8/30/2010

Lamar Outdoor Advertising
2510 W. Amador Ave
Las Cruces, NM 88005-4033
915-253-9140
lamar.com/newmexico
Anniversary Date: 9/1/2021

Mesilla Valley Maze, LLC
3855 W Picacho
Las Cruces, NM 88005
575-526-1919
mesillavallemaze.com
Anniversary Date: 8/29/2003

New Mexico Workforce Connection
226 S. Alameda Blvd
Las Cruces, NM 88005-2619
575-524-6250
dws.state.nm.us
Anniversary Date: 1/1/1996

Organized Bookkeeping Solutions, LLC
5075 Yuma Street
Las Cruces, NM 88012-7378
575-513-7578
organizedlc.com
Anniversary Date: 6/1/2021

Salud! de Mesilla
1800 Avenida de Mesilla Suite B
Las Cruces, NM 88005-3920
575-323-3548
saludmesilla.com
Anniversary Date: 7/6/2016

Sonoma Acupuncture Integrative Health
141 N. Roadrunner Pkwy Suite 226
Las Cruces, NM 88011-2001
575-618-6900
sonoma-acupuncture.com
Anniversary Date: 1/1/2022

Torres Welding, Inc.
PO Box 383
Fairacres, NM 88033-0383
575-526-1648
torreswelding.com
Anniversary Date: 9/10/2002



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THE LAS CRUCES
Bulletin

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GREATER LAS CRUCES CHAMBER OF COMMERCE

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VOTE from | 1

3. The process continues until a candidate has 50 percent plus one vote.

This process suggests that the winning candidate will have support, in one degree or another, from 50 percent plus 1 of voters.

Additionally, you will see the Doña Ana Community College obligation bond questions. The Greater Las Cruces Chamber of Commerce is in full support of the continuation of this bond. It is important to know that there is no increase in the tax rate. For detailed information, please feel free to contact us here at the Chamber or directly at Doña Ana Community College.

For all information pertaining to registration, absentee ballots, early voting and day-of voting, please go to www.donaanacountyelections.com/election-information/ for detailed information and dates. If you would like more information, regarding Ranked Choice Voting go to www.lascruces.gov/1303/Municipal-Elections.

Yes, this election ballot is different. Yes, we have a lot of candidates. The important thing to remember is YOUR CHOICE, YOUR VOTE counts. Register to vote, educate yourself on candidates and issues and most important, VOTE.

THE GREATER LAS CRUCES CHAMBER OF COMMERCE PRESENTS



GLCCC vs. WSMR CHALLENGE CUP

2 PERSON BEST BALL MATCH PLAY

OCTOBER 27 | 1:00 SHOT GUN START

\$250 FOR 2 PERSON TEAM \$125 FOR AN INDIVIDUAL Red Hawk Golf Club

7502 Red Hawk Golf Road

Contact Cyndi Armijo to register carmijo@lascruces.org or 575.527.5546

"NO FEDERAL ENDORSEMENT IMPLIED"

Fee includes cart, game balls, lunch, dinner, green fees and souvenir

FROM THE AMBASSADOR CHAIR

As an Ambassador with the Greater Las Cruces Chamber of Commerce I have had the opportunity to participate and volunteer at events throughout the year.

For the past 10 years, I have volunteered at and served on the committee for Thanks Team WSMR. This event is very meaningful and serves a great purpose. We put together an afternoon of fun, food and entertainment for all White Sands Missile Range civilians and military personnel. Numerous local Las Cruces restaurants donate food and hand out samples to all attendees. We have an area for kids complete with bouncy balloons, yard games and face painting. There is also a prize



BY LYNSAY MARTIN
2023 Ambassador Chair

area and each attendee receives a "prize" donated by a Las Cruces business.

This year the event will be held October 19, at White Sands Missile Range. It's great to see the Las Cruces community come together to thank the folks at White Sands Missile Range for

their service and their support of our city.

If you are interested in volunteering, donating or would like to get involved next year, please reach out to me for more information at lyndsay@suncapitalhotels.com.

Thank you to this year's Chair of Thanks Team WSMR, Tyler Overberger for all of your hard work and dedication to this great event.

RIBBON CUTTINGS



COURTESY PHOTO

On Friday, Sept. 15, the Greater Las Cruces Chamber of Commerce held a ribbon cutting to welcome Pinnacle Propane, 3275 W. Picacho Ave, as a new member. Connie McKinley, Customer Care Supervisor, held the proclamation while Chris Olsen, District Manager, cut the ribbon.



Nusenda Credit Union is a proud partner of Organ Mountain Solar & Electric!

Organ Mountain Solar & Electric is local to Las Cruces and offers residential solar and other energy-efficient solutions to all of southern New Mexico. Their experienced team can help determine the right solar option for you. They take great pride in providing their customers with insight through each step of the project.

Nusenda Credit Union has been a proud partner of Organ Mountain Solar & Electric since their inception in 2018, providing financing and support for green energy projects in New Mexico.

At Nusenda Credit Union, we can help you achieve your solar and energy-efficient goals with loans that can save money and reduce your environmental impact. Working with business partners like Organ Mountain Solar & Electric is The Power of WE® in action!

Learn more at nusenda.org/solar | @NusendaCU

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